

NEWS NOTES GATHERED FROM THE WORLD OF STAGE AND SCREEN

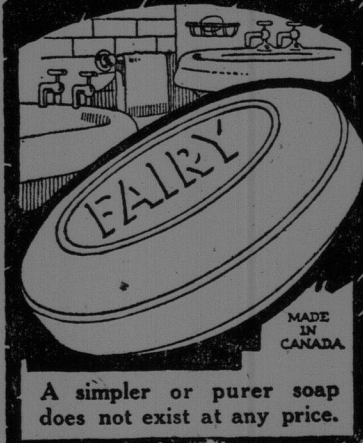
Gloria Swanson Eats, Sleeps and Talks—Yet
Rumor Still Insists She's Dead and Buried



THE ONE AND THE SAME GLORIA SWANSON—LEFT—PHOTOGRAPHED TWO YEARS AGO; RIGHT—PHOTOGRAPHED THIS WEEK BY NEA STAFF PHOTOGRAPHER.

(By Maurice Henle.)
New York, May 2.—Gloria Swanson has been killed more times than any other person. She has committed suicide, drowned, died from an operation, expired from heart trouble, been choked to death, run over by an auto truck, and killed by a fall from a horse! In spite of all this, her pulse today is normal, her complexion perfect, and her feet and wit nimble. She's the happiest "dead" person alive, with two beautiful children, a healthy income, a beautiful apartment and a limousine. Oh, death, where is thy sting?
For the past year the rumor of the "death" of Miss Swanson filtered into newspaper offices, into the motion picture offices, and even into the ears of Gloria herself. Repeated denials have accomplished nothing. At first it was humorous, then it grew serious. If became the most persistent rumor of its kind ever to gain circulation.
Believes It a Plot.
It grew so serious recently that the company which employs the star has assigned trained investigators to trace it to its source. Miss Swanson herself believes it is a deliberate plot to destroy her as a movie actress.
I first saw Miss Swanson about two years ago. Since then I have seen her many times, and while she was making "The Humming Bird" some months ago in the Long Island studios, I spent considerable time there. I went to see her again today to satisfy myself that she still lives.
And I am convinced that the Gloria Swanson of today is the genuine Gloria Swanson, the only Gloria Swanson who ever lived.
If a theory which the star has is correct, then the world now has to consider a strange tale, the like of which cannot be found outside a de Maupassant story.
Some time ago when Miss Swanson was living in Hollywood she quarrelled with a certain individual. This person she will not name. At that time, according to the star, the person solemnly raised an arm and declared: "Miss Swanson, did you ever realize that one person can destroy a person or make her? That against propaganda human beings are powerless!"
That was all this person said. Gradually the rumors of her supposed death spread. They were fed by remarks of people who thought they noticed a changed Gloria Swanson in some of her later pictures, notably "The Humming Bird." People whispered the woman acting under the name of Gloria Swanson wasn't the real Gloria at all! She had died! They were putting a "double" in her place to protect an investment!
People were found who "knew" Gloria Swanson had died. They had talked with a friend of a friend who knew a barber who shaved a scene-shifter who knew Gloria had died! Or they had known a person whose cousin lived five blocks from the studio who saw them carrying the coffin away! Or they had heard her insurance policy had been altered, changing the beneficiary!
Hard Proving She's Alive.
"The thing, humorous at first," says Gloria, "now is becoming maddening. What can I do? What can I say? How can I prove that I'm alive? People who have known me for years will swear to it. My physicians will swear to it. I will swear to it. Isn't that enough?"
"Why do these rumors go on? I can't run down Fifth avenue shouting 'I'm Gloria Swanson! I'm Gloria Swanson!'"
"I am convinced of one thing—that the thing started in Hollywood, and that it is a deliberate plot. The invisible fingers of propaganda are stretching out, coming closer and closer and I find myself almost powerless to fight. If I could see my enemy I could destroy it. But I can't see it. I can't see it."
As she talked to me little Gloria Somborn (Miss Swanson in real life is Mrs. Somborn) came in with a nurse and little two-year-old Joseph, an adopted son. The children ran to their mother, and little Gloria said just one word as she threw her chubby arms around the star's neck: "Mother!"

For all the family



A simpler or purer soap does not exist at any price.

BEHIND THE FOOTLIGHTS

Douglas Fairbanks, Jr., is to tour the vaudeville circuit in a rewritten version of "A Regular Business Man," which was his father's skit for years. "The Bobbed-Hair Bandit" is the timely title of the new sketch in which Alice Lake and her new husband, Robert Williams, are playing in the two-a-day.
Vivian Martin is still playing in "Just Married" behind the footlights. Donald Brian has the leading man's role.

VAUDEVILLE ACTS
TAKEN FROM AIR

Radio Broadcasting Hurts
Theatre Attendance, Decide Keith Officials.

New York, May 10.—Keith circuit vaudeville performers hereafter will be forbidden to broadcast by radio.
This action has been decided upon after an investigation which proved to the satisfaction of the Keith officials that radio broadcasting was injuring attendance at their theatres.
One of the results of this decision is the enforced abandonment of music broadcast by the famous Vincent Lopez from prominent stations. His radio contract was to expire about the first of May.
The Keith office has protested that Lopez's drawing power was being decreased for the theatres because people heard him so often through the air.
Broadcasters, however, make the counterclaim that radio "made" Lopez, that he would never have become nationally famous were it not for his broadcasting, which started with selections of his orchestra being put on the air direct from the Pennsylvania hotel. And they add, it was fame as an orchestra broadcaster that won him his contract to appear in vaudeville.

Mother Deserts Her
Baby to Join Show

Glamor of Circus is Too Much
For Brockton, Mass., Woman.

Brockton, May 10.—An effort is being made by police of this city and Providence to locate Mrs. Bertha Coots, 17, 29 Faxon street, whom it is said by her 20-year-old husband, Kenneth Coots, left her three-months-old infant to travel with the Dufour Carnival Shows, now at Providence.
Mrs. Margaret Silvia, mother of the girl-wife and mother, with the distract-

ed husband, requested assistance from City Marshal George C. Chase in getting the girl back home. It is said that the glamor of the circus carnival together with the lack of employment by her husband, induced the girl to accept a position as ticket seller with the Dufour attractions, which left here Saturday night.

Rudolph Valentino has finished work on "Monsieur Beaucaire" and has left for Florida on a short vacation trip. His next picture will be "A Sainted Devil" from a story by Rex Beach. The Valentinos recently took an apartment at 270 Park avenue, New York. They formerly lived at the Hotel Des Artistes, Central Park West.

Imperial Theatre Extra!

Next Week's Musical Event

Annual Recital of the Talented Local Ensemble

St. John Choral Society

MR. JAMES S. FORD, Conductor.
MISS BERYL BLANCH, Accompanist.

To be rendered as a Concert Programme on
TUESDAY and THURSDAY EVENINGS
Between the Film Exhibitions.

50 WELL-KNOWN CHOIR SINGERS

In 40 Minute Suite of Selections.

1. "The Inebriate Rock" J. F. Bridge
Dramatic setting of Southey's ballad.
2. (a) "There Rolls the Deep" C. H. H. Parry
From Lord Tennyson's "In Memoriam."
(b) "London Town" Ed. German
Words written by John Masefield.
3. "The Dawn of Song" Ed. C. Bairstow
Words written by John Rinder.
4. (a) "Yea, Cast Me from the Heights of the
Mountains" Edward Elgar
(b) "Serenade" Edward Elgar
From the Russian of Minksky.
5. "Song of the Vikings" Eaton Faning
Words written by Somerville Gigney.

THE ST. JOHN CHORAL SOCIETY is an organization that exists for the sake of good singing only. It is not a money-making scheme, has no objective other than that of training the promising voices of our citizenship—male and female—for useful choir work and the pleasures that one's self and one's friends receive in pursuing such an art. The Society's concerts of late years have been truly delightful and observing people notice with pride the increasing fine quality of these vocal ensembles. Director Jas. S. Ford is working wonders with his chorus. It is, therefore, with a great deal of pleasure and happy anticipation the Imperial announces the annual spring programme.

SPECIAL PRICE SCALE FOR PICTURES AND CONCERTS

Downstairs, 50 cts. - Balcony, 35 cts.

Second Picture Show at Usual Prices.

IMPERIAL
TODAY'S BIG SHOW!

Percy Marmont and Jacqueline Logan in Paramount's Version of Rudyard Kipling's

STORY OF THE ANGLO-EGYPTIAN WAR

"THE LIGHT THAT FAILED"

Stirring Scenes and Lovely Story

William Duncan "The Steel Trail" Serial Story

ROARING COMEDY FEATURE EXTRA!

A Thumping Big Week-End

Everybody loves Kipling's stories because of their true-blue British sentiments!

Queen Square Today



The story of a bitter fight for desert water rights, told against a colorful, sweeping background of hand-to-hand fights, gun fights, cattle rustling, Indian attacks, and a hundred other thrills.

Don't miss the first chapter of our great serial,

"THE GHOST CITY."

Prices Night, 7 to 8.45, 25c.

MONDAY and TUESDAY.

Mabel Normand in "SUZANNA"

Note—Monday the picture will be shown only once in the evening, starting at 7 o'clock.

MONDAY TUESDAY IMPERIAL THEATRE MONDAY TUESDAY

THOMAS MEIGHAN



"PIED PIPER MALONE"

PRESENTED BY ADOLPH ZUKOR & JESSE L. LASKY
A Paramount Picture

Booth Tarkington
TOM MEIGHAN and Booth Tarkington! The screen's leading star and America's foremost author! You won't have to be coaxed to see this picture!

Pathe News Budget | Topics of the Day | Aesop's Fables

ST. JOHN CHORAL SOCIETY BETWEEN SHOWS TUESDAY EVENING

Special Prices for Tuesday and Thursday Recital Extra—50c downstairs; 35c upstairs

IMPERIAL THEATRE

Tuesday and Thursday
Evening, May 13-15,
8.15 to 9.00

Fourth Annual Recital

—OF—

ST. JOHN CHORAL SOCIETY

Fifty Voices

Including St. John's

Leading Choir Singers

—Under—

DIRECTION

JAMES S. FORD

In Programme of

SELECTED PART-

SONGS

Famous Poetic Works Set

to Music by Notable

Composers

A FORTY-MINUTE

MUSICAL LUXURY

Between The Film Shows

Special Price Scale, 50c.

Downstairs, 35c.

Upstairs

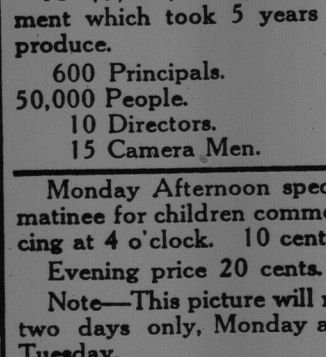
Tuesday and Thursday

Evenings Only

EMPRESS

West St. John.

AFTER SIX DAYS



A \$3,000,000 Entertainment which took 5 years to produce.

600 Principals.

50,000 People.

10 Directors.

15 Camera Men.

Monday Afternoon special matinee for children commencing at 4 o'clock. 10 cents.

Evening price 20 cents.

Note—This picture will run two days only, Monday and Tuesday.

She Wears 'Gaby's Mantle



Parisian theatre-goers are paying tribute to a new Gaby Deslys. Mlle. Juliette De Pressas has replaced the once world-famous Gaby in the affections of the musical comedy lovers. None other since Gaby's death has received such ovations. And her jewels, they say, are the most beautiful in all Paris.

PLAY REPEATED.

St. Columba hall, Fairville, was again filled to capacity last evening when the second rendition of the three-act play, "The Runaways," was presented by the Dramatic Club of the church. The playlet was announced by Master Allison Moore, who repeated some of the original verses composed by Miss Margaret Long, who took one of the leading parts in the play. Miss Saldie Cougle and Miss Katie Fox were the accompanists and the orchestra of the Church of the Good Shepherd played. Melvin Stonehouse and "Cappy" Quigg as the sheriff's assistants filled an important place in capturing the runaways. Ice cream and home-made candy were sold. The proceeds of the two entertainments will be used for the church funds.

VENETIAN GARDENS TONIGHT DANCING

UNIQUE

JACK HOXIE

—IN—

"The Man From Wyoming"

LOTS OF ACTION

"Ride 'Em Cowboy" Last Episode

"SPEED"

Starting Next Thursday

NEW SERIAL

"Haunted Valley"

COMING MONDAY

Special Repeat Showing

Douglas Fairbanks

—IN—

"Robin Hood"